MAKE HEARTFELT VIDEOS THAT BRING YOUR CAUSE TO LIFE

WEBINAR

Text HEARTFELT to 51555 to send this presentation to your phone
Webinar agenda

• Creating videos that drive awareness and donations for nonprofits

• How to get comfortable and confident in videos that matter

• Video success case study: Big Sky Youth Empowerment

• 3 heartfelt video examples that all fundraisers can replicate

• Questions and answers with expert panel
Speaker introductions

Dana Richie
CEO and Executive Producer

Michelle White Hart
Video Visibility Mentor and Coach

Whitney Caldwell
Communications Director

Jeremy Koenig
Creative Director
Creating videos that drive awareness and donations for nonprofits

Dana Richie
CEO and Executive Producer

Make Heartfelt Videos That Bring Your Cause to Life | Text HEARTFELT to 51555 to send this presentation to your phone
Audiences connect with the human side of your work, so show them what your organization stands for to help draw them in and get involved.

- Highlight your organization’s core messaging (mission statement, key values, etc.)
- Create an emotional response
- Call people to action: ask them to donate time, money or resources
- Tell your audience about the good your cause is doing and what they can do to help

It’s all about authenticity
Get your viewers involved on an emotional level.

- **Evoke the senses** with compelling images and video
- **Create a relatable story** that resonates with viewers
- **Cast powerful characters** to create empathy
- **Know your audience**—be sure the right people are listening!
- **Put passion behind everything you say** to create excitement for your mission and organization
- **Use humility to create trust** with your audience
Your strategy is to make people care

Video is an essential part of fundraising. People want to see and connect to the story you are telling.

- Use social media to promote your cause across platforms: Facebook, YouTube, Twitter, Instagram
- Create a following and a community
- A great campaign happens over time, so be patient and let it grow
- Create a visual narrative that inspires viewers in an immediate way
- Let people become inspired and ask advocates to spread the word for you
Getting started with little to no budget

Start small. You don’t need to launch a Hollywood-quality production to see success for your cause. Simply remember these key tips:

• Great footage can be shot on a smartphone
• Get inventive and tell your story strategically
• Shoot video in the most compelling way you can
• All kinds of content are relevant
• If you need more help, reach out to local film students or schools to do pro bono work
How to get comfortable and confident in videos that matter

Michelle White Hart
Video Visibility Mentor and Coach

Make Heartfelt Videos That Bring Your Cause to Life | Text HEARTFELT to 51555 to send this presentation to your phone
Imperfection makes your cause endearing

Show the real you! Even if you're nervous, it's okay. Real emotion is more compelling than perfection.

- Don't worry about what other people are thinking
- No one is expecting a flawless performance; it's okay to make mistakes
- People are most interested in listening to a real person that they can relate to
- Practice getting comfortable on camera with more casual video channels like Facebook Live
Show spontaneous adventure at events

Livestream your event to help capture the raw emotion attendees are feeling for your cause.

- Interview donors, volunteers, and advocates
- Capture the passion and excitement of your attendees to help build excitement elsewhere
- It’s okay if people aren’t polished when speaking
- Ask them why they donate, why they’re there, and why they are passionate about your cause
Donors love behind the scenes footage

Facebook Live gives you the power to capture exclusive footage to engage your audience.

• Help viewers feel like they’re part of your event even if they are not in attendance
• Show off the human side of your cause and the people involved with making it happen
• Give behind-the-scenes looks at every part of your event: before, during and after
• Make people feel connected to your cause!
Empower a team member that embodies your mission

Your Facebook Live producer should be someone who likes to ask questions, engage with people and can capture real emotion from all parties involved.

- Choose a passionate member of your team who embodies the values of your cause
- This person should be able to easily talk to and engage with donors and/or staff members
- Let them be involved with everything that goes on: at the office, at events, and in everyday moments
- Live video gives viewers an authentic look at your organization, creating trust with transparency
Video success case study: Big Sky Youth Empowerment

Whitney Caldwell
Communications Director
Reach all donor demographics with video

Video can be used to help you reach a number of different audiences—not just donors.

- **Recruitment videos:** Ask people to join your mission
- **Fundraising event videos:** Tell the story of your cause to any first-time donors or attendees
- **Social media videos:** Engage the community and show what the day-to-day looks like at your org
- **Mission-specific videos:** Highlight the components of your program and how it helps those in need
- **Recipient videos:** Reach the people who benefit from your cause, not just those who support it
Tips for nonprofit organization staff

No matter how big or small your organization is, follow these tips to help create great video content.

- Brainstorm together and work as a team
- Listen to first-hand stories of those involved with your mission to get ideas and inspiration
- Have staff, volunteers and program recipients sign waiver releases to use their image in videos
- Think of different partnership and sponsorship opportunities when getting permission to shoot at any off-site locations
Video storyboard example

Logo slide

Introducing first "character"

B-roll (action shots)

Compelling testimonial

More b-roll (what you do)

Staff/volunteer testimonial

More examples of your mission

Call-to-action for donations
Donation page example

Donor engagement stats so far:
$370,000 collected
$185 average gift size
1,150 donors
50 volunteer fundraisers
2,660 Facebook followers
1,200 text message subscribers
Fundraising thermometer example

Donation totals and donor names appear live on screen in real time at events after donations have been made.

**TEXT "BYEP" TO 41444 TO GIVE**

- **$256**
  - Jamie Curtiss
- **$51**
  - Tom Stephan
- **$51**
  - Jerry King
- **$1,025**
  - Glynness Jones
Crowdfunding campaign example

Volunteers set up their own peer-to-peer fundraising pages in seconds from a smartphone, tablet, or PC to share with their friends.
3 heartfelt video examples that all fundraisers can replicate
Example videos

Mission overview: https://vimeo.com/203640023

Testimonials: https://vimeo.com/170534872

Behind the scenes: https://vimeo.com/192690495
Questions and answers
MobileCause provides an innovative suite of digital fundraising and donor engagement solutions that help nonprofits do more good. To speak directly to an expert about implementing MobileCause software and strategy for your organization please call (888) 661-8804 or go to mobilecause.com/free-consultation